



CONSULATE GENERAL OF THE UNITED STATES

FRANKFURT • GERMANY

Library Info Alert September / October 2007

Library Info Alert focuses on recent developments in the field of library science and information management in the United States. It contains summaries of articles from leading library-related periodicals and recommended Internet sites. The *Library Info Alert* is published by the Information Resource Centers in Germany.

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(click on underlined headings)

COME AND MEET US@THE FRANKFURT BOOK FAIR, OCTOBER 9-14, 2007

As in the past years, the U.S. Mission to Germany will be represented at the Frankfurt International Book Fair, the world's largest and most renowned literary exhibit, visited by almost 300,000 eager readers, networkers and knowledge-seekers last year. The Book Fair takes place from October 9 through 14 and features "Catalan Culture" this year.

If you're interested in

- > Winning an American Book Collection for your Library
- > Chatting with a Catalan American about Cultura Catalana in the United States
- > Meeting International Librarians at an informal Get-Together
- > Learning about the "Integration of Information Services into University Structures"
- > Receiving Information about the United States of America

... come and visit our booth at Hall 4.2 N448 and meet us and our Catalan colleagues from the U.S. Consulate in Barcelona! Our booth will be located within the International Librarians Center.

• Chat with a Catalan American about Cultura Catalana in the United States!

As a tribute to this year's guest of honor at the Frankfurt Book Fair, there will be a webchat with Catalan American professor Gonzales Navajas on October 13. Mr. Navajas is Professor of Spanish at the University of California at Irvine and has published extensively in Europe and the United States on subjects dealing with modern literature, film, aesthetics, and European intellectual history.

When: Saturday, October 13 at 17:00

Please stop by to chat with Prof. Navajas and ask him anything you'd like to know about Cultura Catalana in the United States and what it's all about. We will collect questions during the previous days for anybody who can't make it on Saturday and send out the transcript afterwards.

If you can't make it to the Bookfair, feel free to submit your questions to

IRCFrankfurt@state.gov in advance or check our webpage

<http://frankfurt.usconsulate.gov> closer to the event for live participation from home.

We will publish the transcript later on our webpage.

- **Win an American book collection for your library!**

Throughout the Bookfair time you will be able to participate in a competition on how to make the best use of American book collections@yourLibrary. Winners with the best and most creative ideas will receive such a collection for their libraries.

- **Meet International Librarians!**

When: Thursday, October 11 at 16:00

Meet international Librarians at our booth for an informal exchange of ideas.

- **Exchange opportunities with the U.S. - Studying and Working in the United States**

When: Saturday, October 13, 14:00 - 15:00

EducationUSA Frankfurt and USA-Interns of the Steuben-Schurz Society answer questions about exchange opportunities with the United States.

Learn about the Integration of Information Services into University Infrastructures!

What: 7th Frankfurt Scientific Symposium, organized by the University Library Johann Christian Senckenberg in Frankfurt

When: October 12+13

Where: Campus Westend

The aim of the meeting is to expose this current topic for critical discussion with international speakers and participants and to find solutions which optimize the integration of information services into university structures.

More details: <http://www.ub.uni-frankfurt.de/messe/symposium2007/einleitung.html>

About the United States: Anything you always wanted to know:

<http://usa.usembassy.de/>

EVEN AFTER THE BOOKFAIR IS OVER, THE LIBRARIANS KEEP COMING!

Nancy Pearl goes Frankfurt: Meet America's most popular Librarian!

The Los Angeles Times calls her "one lusty librarian." The New York Times calls her "the talk of librarian circles." Readers can't get enough of her recommendations while bookstores and libraries offer standing room only whenever she visits. Since the release of the best-selling Book Lust in 2003 and the Librarian Action Figure modeled in her likeness, Nancy Pearl has become a rock star among readers and the tastemaker people turn to when deciding what to read next.

We are happy to welcome Nancy Pearl to Frankfurt!

She will talk about all things BOOK: Book Lust and Library Book Discussion Groups, Outreach through the Web, Radio, Print Resources, Reader's Advisory Service, and...

Where: Deutsche Nationalbibliothek, Adickesallee 1, 60322 Frankfurt, Room 404 ("Sitzungssaal im Dachgeschoss")

When: October 16, 2007 at 7.00 p.m.

More information on Nancy Pearl: www.nancypearl.com

Featured Internet Sites

Historians on America

U.S. State Department. International Information Programs.

<http://usinfo.state.gov/products/pubs/historians/>

This series of 11 essays by major historians explores specific moments, decisions, and intellectual or legislative or legal developments that altered the course of U.S. history, ranging from the trial of John Peter Zenger in 1735 to the Immigration Act of 1965.

Article Alert

1. Assessing Trends to Cultivate New Thinking in Academic Libraries

By Sally A. Rogers

(Library Management, Vol. 28, No. 6/7, Pg. 366)

The purpose of this paper is to present an organized view of current trends affecting academic libraries that one research library developed to encourage new thinking; this view could assist others seeking to help their organizations think differently about the future of information access and management. The paper finds that rapid and far-reaching change is challenging libraries to think very differently, to act much more quickly, and to set trends rather than merely react to them. Assessing trends can help libraries foster organizational change through exposure to new ideas and see where new partnerships and areas of expertise must be developed to meet new needs. Sally A. Roger is at the Ohio State University Libraries, Columbus, Ohio.

2. Be Careful What You Wish for: User-Generated Content Demands

By Barbara Quint

(Information Today, September 2007, Vol. 24, Issue 8; pg. 7)

The urge for self-expression and the vanity of demonstrating one's superior knowledge to the world has driven users around the World Wide Web to blog, to vlog, to wiki, even to Twitter. Now it seems that the world and its Web have come to expect that content flow. But for traditional services, user-generated content can involve make-or-break survival decisions. Many traditional information providers have relied on this content for years. Yellow-page telephone directories need ads, not just for revenue, but to enrich their content. Of course, traditionally, information gatherers do not pay the people they contact for the information they provide. But the publications turn around and sell their aggregated data often back to the same people who supplied part of the content. Barbara Quint is editor of Searcher magazine.

3. Beyond WorldCat Finding That Elusive Item

By Deborah A. Liptak

(Searcher, July/August 2007, Vol. 15, Issue 7; pg. 24)

Locating and delivering documents for our patrons and clients can be challenging, even frustrating, at times. Use a variety of search engines and subject directories. Use advanced search features whenever possible. Take advantage of special search features and special content sets.

4. Carrying the Library in Your Pocket

By Janet L. Balas

(Computers in Libraries, September 2007, Vol. 27, Issue 8; pg. 36)

It is only a matter of time until patrons will not only go to the library but also use the library while on-the-go. Janet L. Balas is library information systems specialist at Monroeville (Pa.) Public Library.

5. Comfort and Convenience? Why Students Choose Alternatives to the Library

By Ruth Vondracek

(Portal: Libraries and the Academy, July 2007, Vol. 7, Issue 3; pg. 277)

Oregon State University (OSU) researchers surveyed 3,227 undergraduate students to identify how many students use or do not use the physical and virtual OSU libraries.

Most importantly, we wanted to determine the alternatives to the library that students choose for typical library activities, such as studying, research, and research assistance, and why they prefer those alternatives. Two hundred seventy five (29 percent) of the 949 respondents identified themselves as infrequent or non-users of the physical and/or virtual library. The researchers conducted focus groups with both library users and non-users, and surveyed 95 (35 percent) of the infrequent and non-users. The results suggest that students seek comfort, convenience, and quiet in extra-library and library environments; rely on knowledgeable individuals for research assistance; and conduct the majority of their research online from home. Ruth Vondracek is head of Research Consulting and Innovative Services, Oregon State University Libraries, Corvallis.

6. Data Theft Continues Strong

By Phillip Britt

(Information Today, September 2007, Vol. 24, Issue 8; pg. 1)

Despite efforts by security companies, warnings to those holding personal data, and ongoing consumer and legislative effort, major security breaches are not slowing down. Security breaches have gone from a quaint high school crime to one involving well-organized mob attempts -- often outside of the Western world. A problem is that the security companies are just starting to come on the market now with products designed to detect intrusions at the data layer. Besides the increased sophistication of the data thieves, companies are also faced with the challenges of increasingly small and powerful technology and an increasingly mobile work force. With national politics focusing on Iraq, terrorism, and healthcare, any legislation designed to stem the tide of security breaches will come from state legislatures rather than from the US House or Senate. Rather than federal and state legislatures, many privacy experts point to business organizations that will be critical in stemming the tide of security breaches. Phillip Britt is president and CEO of S&P Enterprises, Inc., is a business writer who covers key topics in the information industry field.

7. Designing Libraries for Customers

By William W. Sannwald

(Library Administration & Management, Summer 2007, Vol. 21, Issue 3; pg. 131)

"Form follows function" was distilled wisdom, an aesthetic credo, the single "rule that shall permit of no exception." Many library buildings in the US reflect this principle as the American public library tries to understand and meet the needs of users today. Libraries use concepts of strategic planning and marketing as they adapt their programs and services to a changing environment. Sannwald discusses some trends that are affecting libraries in the US today, review concepts and best practices from other disciplines, and illustrates how some new and renovated libraries are creating spaces that delight their users. William W. Sannwald is former Director of the San Diego Public Library and currently a fulltime faculty member in the management department of San Diego State University College of Business Administration.

8. The Future of Technical Services (It's Not the Technical Services It Was)

By Vera Fessler

(Library Administration & Management, Summer 2007, Vol. 21, Issue 3; pg. 139)

The author discusses today's library technical services that face the most significant changes since the invention of moveable type. These changes challenge librarians to develop new policies, apply new technologies, develop new competencies, and to take risks for making improvements. Most importantly, libraries find themselves operating in a totally new environment, one where they serve as only one source of information. Vera Fessler is Associate Director of the Fairfax (Va.) County Public Library, an adjunct instructor at the Catholic University of America Graduate School of Library and Information Science, and an adjunct instructor at the University of Tennessee School of Information Science.

9. The 'L' Word

By Shirley Duglin Kennedy

(Information Today, September 2007, Vol. 24, Issue 8; pg. 17)

It seems that the library profession in general is looking much more oversensitive these days. The author can see a phalanx of blogging librarians out there, who are aggressively patrolling the media for any evidence of stereotyping. And if someone happens to catch a whiff of such stereotyping, all the heads pop up and pretty soon the entire pack is off and running. The howling resonates from blog to blog, and the comments begin accumulating like flies on you-know-what. The author knows librarians have never liked being stereotyped as "dowdy." Apparently, however, many of them also resent being told they are "hip." [Author Affiliation]

Shirley Duglin Kennedy is the part-time reference librarian at MacDill Air Force Base in Tampa, Fla. She is editor of DocuTicker.com and ResourceShelf.com.

10. Learning to Lead: A Transatlantic Perspective

By John Lubans Jr.

(Library Administration & Management, Summer 2007, Vol. 21, Issue 3; pg. 145)

The author offers his less than bounding-with-joy reflection on management training and development. He believes that some librarians do not want to engage anything that might upset their apple carts. Or, they come from libraries that prefer not to change. Whatever the reason, their learning switch is in "off" mode. [Author Affiliation]
John Lubans, Jr. is Visiting Professor at the School of Library and Information Sciences, North Carolina Central University.

11. Librarians Face Online Social Networks

By Marshall Breeding

(Computers in Libraries, September 2007, Vol. 27, Issue 8; pg. 30)

An important part of life is developing social and professional networks. It's not something we necessarily think about overtly, but we each live in a fabric of relationships of family, friends, neighbors, co-workers, and professional colleagues. Opportunities increasingly present themselves to interact with those networks through online social networking sites. The natural early adopters tend to include two groups: the millennials that gravitate to all forms of media and communication and those with techie tendencies. In the last year or so it seems that online social networking has suddenly exploded beyond these groups to the mainstream, attracting Web users of all generations. Marshall Breeding is the director for innovative technologies and research at Vanderbilt University in Nashville, Tenn., and a consultant, speaker, and writer in the field of library automation.

12. Library Association 2.0

By R. David Lankes

(Searcher, July/August 2007, Vol. 15, Issue 7; pg. 50)

This article builds upon concepts first put forth in the technology brief "Participatory Networks: The Library as Conversation" (<http://iis.syr.edu/rojects/PNOpen>), commissioned by the American Library Association's Office for Information Technology Policy (<http://www.ala.org/ala/washoff/oitp/oitpofficeinformation.htm>). R. David Lankes is Director of the Information Institute of Syracuse and Associate Professor at the School of Information Studies, Syracuse University.

13. LibraryThing.com: The Holy Grail of Book Recommendation Engines

By Jennie Starr

(Searcher, July/August 2007, Vol. 15, Issue 7; pg. 25)

Enter title, author, ISBN, LC Card Number, etc., to search for any book. After you enter a title, the same page paints again with choices from Amazon (the default) on the right. Select your book if it's there to confirm the title. You can add tags on the same screen to describe your book. But, here's where LibraryThing pulls away from the pack of similar sites out there. Almost all of them stop at this point, with Amazon as the basis for their book information. Jennie Starr is a marketing consultant, lawyer, and freelance writer living in San Diego, Calif..

14. Monitoring Legal and Illegal Use of Digital Content: How Can Your Enterprise Effectively Keep Tabs on Use?

By Lesley Ellen Harris

(Information Outlook, August 2007, Vol. 11, Issue 8; pg. 38)

Usage may refer to such things as personal, noncommercial, scholarly, research, scientific, education, review or comment, private use or research, electronic reserves, class package and training courses, and internal research. Lesley Ellen Harris is a copyright lawyer who works on legal, business, and strategic issues in the publishing, content, entertainment, Internet and information industries. She is the editor of the print newsletter, The Copyright and New Media Law Newsletter.

15. Online Social Networks, Virtual Communities, Enterprises, and Information Professionals

By Janice LaChance

(Searcher, July/August 2007, Vol. 15, Issue 7; pg. 33)

Bubble to Burst? "Social Network Bubble Bound to Burst, says Doug Richard."11 Leading new media investment advisor and former Dragon's Den star Doug Richard has labeled the social networking sector "ephemeral" and "hype-peaked" and predicts that established players will have to face a reality check. Since MySpace was bought by News Corp. last year, social networks have rocketed in estimated value, although few are yet profitable. Janice LaChance is Chief Executive Officer at the Special Libraries Association.

16. Promoting Library Services in a Google World

By Janine Schmidt

(Library Management, Vol. 28, No. 6/7, Pg. 337)

As the younger generation of born digital library users and even well-established scholars rely increasingly on Google, or its new products Google Scholar and Google Book, for information resource discovery and access, libraries are finding it increasingly difficult to ensure that their own well structured web sites and information services are being utilized appropriately. This paper aims to highlight some of the changes occurring in the information environment and suggests ways of marketing library services effectively to today's users. The paper finds that libraries no longer operate in a "come and get it" environment and new ways of outreach are described which ensure that librarians are out amongst their communities, creating an awareness of the services available and ensuring effective use of resources through a variety of approaches used in university libraries in Australia and at McGill University in Montreal, Canada. Janine Schmidt is with McGill University, Montreal, Canada.

17. Social Search Comes of Age

By Deborah Richman

(Information Outlook, August 2007, Vol. 11, Issue 8; pg. 19)

If you ever worked at or attended a large university years ago, you may also be familiar with a nearly extinct breed: expert cataloguers who knew their particular subject matter best and were proud of the time and effort spent organizing information for easy access. While it's well known that college students and teenagers spend substantial online time engaged with others, recent research shows that adult participation has reached mainstream levels as well. Deborah Richman is senior vice president of Collarity, Inc., in Palo Alto, California.

18. Special Libraries in Transition: What to Do if the Axe is Falling

By Debbie Schachter

(Information Outlook, August 2007, Vol. 11, Issue 8; pg. 42)

In a recent speech at a library association conference aimed at public and academic libraries, Bill Crowley, Ph.D. of the Graduate School of Library and Information Science at Dominican University, suggests that information intermediaries, including librarians who see themselves as such, are passé. Some examples from recent postings that I've seen locally include the areas of fundraising, anything to do with database management and development; sales and marketing for library systems and vendors; and management roles, particularly in non-profit or service organizations. Debbie Schachter is the

associate executive director of the Jewish Family Service Agency in Vancouver, British Columbia.

19. A Stronger Fair Use Doctrine?

By George H. Pike

(Information Today, July/August 2007, Vol. 24, Issue 7, pg. 15)

When the Copyright Act of 1976 was enacted, it was supposed to be technology-neutral, covering all forms of technology. But the Internet and digital technology have pushed this neutrality. Recently, a federal appellate court handed Google a solid copyright victory in a case involving its use of full-size and thumbnail images. The court's opinion also provided some much-needed clarity in the world of digital copyright law. The court also affirmed Google's fair use defense of its linking to full-size images as well as thumbnail images. Nonetheless, the fair use doctrine emerged in better shape from this court decision than other recent actions. George H. Pike is director of the Barco Law Library and assistant professor of law at the University of Pittsburgh School of Law.

20. An Update on Orphan Works

By George H. Pike

(Information Today, July/August 2007, Vol. 24, Issue 7, pg. 1)

Copyright is a complicated issue that is demanding more and more attention for obvious reasons. First, it is important to note that copyright law seeks to find a balance between opposing interests. On one side are the interests of copyright owners, those who have created works and are seeking both commercial return and creative control over those works. On the other side are the interests of those who use copyrighted works to build and create new works. The issue of orphan works is one area where finding a balance within copyright law is proving to be quite a challenge. Orphan works, which are a creature of the Internet and other new media platforms, are defined as copyrighted works for which the copyright holder cannot be identified or located. If anyone cannot find a person to get permission and go ahead with their project, a risk of damages exists if the copyright owner eventually turns up and sues for infringement.

21. We Too Need to Shoot Our Wounded

By Robert F. Moran Jr.

(Library Administration & Management, Summer 2007, Vol. 21, Issue 3; pg. 148)

For every library manager and administrator, Moran believes that a familiarity with the basic concepts of the discipline of economics can be most helpful. Fifteen years ago, as librarians struggled to maintain their journal and periodical subscriptions in the face of annual double-digit price increases, one recommended source of funds for reallocation was the binding budget. Robert F. Moran, Jr. is a library consultant.

Announcements

Selected Events:

For more upcoming events, please check:

<http://german.frankfurt.usconsulate.gov/veranstaltungen.html>

21. Juli - 21. Oktober 2007

Neue Welt. Die Erfindung der amerikanischen Malerei

Vom 21. Juli 2007 bis zum 21. Oktober 2007 zeigt die Staatsgalerie Stuttgart 60 Gemälde der amerikanischen Landschaftsmalerei des 19. Jahrhunderts. Die Werke der sogenannten Hudson River School stammen ausnahmslos aus dem Gründungsbestand des ersten US-amerikanischen Museums, dem Wadsworth Atheneum Museum of Art, Connecticut. Dieser größte Bestand früher amerikanischer Malerei war in Europa noch nie als geschlossene Sammlung zu sehen. Unter der gemeinsamen Schirmherrschaft des Botschafters der Bundesrepublik Deutschland in den Vereinigten Staaten von Amerika S.E. Dr. Klaus Scharioth und des Botschafters der Vereinigten Staaten von Amerika in Deutschland S.E. William R. Timken, Jr.

Weitere Informationen: http://www.staatsgalerie.de/aus_neuewelt/

17. Oktober 2007, 15:00-17:30

Seminar "Visa für Geschäftsreisen in die USA - Aktuelle Bestimmungen und Antragsverfahren "

IHK Frankfurt am Main, Börsenplatz 4, 60313 Frankfurt

Medienberichte über die Veränderung der Visavorschriften der Vereinigten Staaten von Amerika haben Verunsicherung hervorgerufen. Zur Information über die aktuellen Visabestimmungen und Modalitäten für Geschäftsreisende in die USA laden wir Sie in Zusammenarbeit mit der Industrie- und Handelskammer Frankfurt herzlich ein zu dieser englischsprachigen Veranstaltung. Interessierte Unternehmen haben die Möglichkeit zu einem Einzelgespräch mit den Vertretern des US-Generalkonsulats.

Die Veranstaltung ist kostenfrei. Programm und Anmeldung (bis zum 11. Oktober):

<http://www.frankfurt-main.ihk.de/veranstaltungen/2007/10/04280/index.html>

26./27. Oktober 2007

Seminar für junge Medienmacher: "Trends in der amerikanischen Medienlandschaft - Die Zukunft des Journalismus im digitalen Zeitalter?"

Jugendherberge Darmstadt, Landgraf-Georg-Straße 119, 64287 Darmstadt

Zehn Jahre soll die amerikanische Medienlandschaft der deutschen voraus sein. Dieser Einschätzung und ihren Folgen wollen junge Medienmachern aus Hessen (z.B. Redakteure von Schülerzeitschriften) mit guten Englischkenntnissen mit Hilfe der amerikanischen Journalistinnen Naomi Kresge und Ann Alquist sowie Joshua Kennedy von der Presse- und Kulturabteilung des US-Generalkonsulates Frankfurt nachgehen. Die Experten wollen zeigen, wie sich die Medien in ihrer Heimat in den letzten Jahren verändert haben und welche Bedeutung diese Trends eventuell für die deutsche Medienlandschaft besitzen. Der Einfluß von Internet und Blogs, aber auch die Tradition des investigativen Journalismus und ethische Fragen sollen ausführlich diskutiert werden. In Gruppenarbeit wollen wir herausfinden, was wir über den Wandel denken und wie wir uns die Medienlandschaft bei uns in zehn Jahren vorstellen können.

Die Vorträge werden abwechselnd in Deutsch und Englisch angeboten. Die

Diskussionsbeiträge können wahlweise in einer der beiden Sprachen geliefert werden.

Bei Übersetzungsfragen helfen wir gerne weiter.

Für diese Veranstaltung wird eine Teilnahmegebühr in Höhe von 15 EUR erhoben. Die Veranstaltung ist eine Kooperation mit der Hessischen Landeszentrale für politische Bildung (HLZ) und der Jugendpresse Hessen e.V. Ausführliches Programm und Möglichkeit zur Online-Anmeldung bis zum 19.10.2007 auf der Veranstaltungsseite der HLZ: <http://www.hlz.hessen.de/index.php?id=427&getpd=0&ld=1&eventid=213&ref=>

Webchats:

Studying and Working in the United States

15. October: 15:00-16:00

Questions relating to studying, working or seeking internships in the U.S. will be answered by experts from the Public Affairs/Information Resource Center and Consular sections. Further information and registration:

<http://www.usembassy.de/germany/chat.html>

For more Mission Germany webchats: <http://www.usembassy.de/germany/chat.html>

For more IIP webchats: <http://usinfo.state.gov/usinfo/Products/Webchats.html>

NOTE: Library Info Alert is available to subscribers only. You may contact us through e-mail to order the requested material. Full text of articles will be sent to you as soon as possible.

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